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AGENDA

City of Milton

Tourism Development Committee

Thursday, October 23, 2014

8:30 a.m.

MILTON CITY HALL

Council Chambers, 710 S. Janesville Street

1. Call to order
2. Approve Agenda
3. Approve Minutes – September 25, 2014
4. Discussion and possible action on the 2015 Rock County Tourism Guide advertisement
5. Discussion regarding 2015 City of Milton Budget Fund Request
6. Discussion and possible action on the development of a Tourism Development Committee Mission Statement
7. General Items
8. Set Next Meeting Date
9. Motion to Adjourn

**Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by: Leanne Schroeder
10/17/14

City of Milton
Tourism Development Committee
September 25, 2014

Call to order

Administrator Hulick called the September 25, 2014 meeting of the Tourism Development Committee to order at approximately 8:32 a.m.

Present: Ald. Lynda Clark, Tony Astin, Gail Nordlof, Beth Drew, and Tami Dosch. Cori Olson arrived at 8:44 a.m.

Also Present: City Administrator Al Hulick and Assistant to the City Administrator Inga Cushman.

Approve Agenda

Comm. Drew motioned to approve the agenda. Ald. Clark seconded, and the motion carried.

Approve Minutes – June 24, 2014

Comm. Drew motioned to approve the minutes. Comm. Nordlof seconded, and the motion carried.

Discussion and possible action regarding D:hive promotional checklists

Assistant Cushman provided an overview of the checklists that she was provided with through a listserv for the Connect Communities program, and Administrator Hulick provided an overview of the Connect Communities program. Discussion followed. The committee members stated they would share the information with the Milton Area Chamber of Commerce (MACC) as a potential project.

Discussion and possible action regarding participation in the 2015 Rock County Tourism Guide

C. Olson arrived at 8:44 a.m.

Assistant Cushman provided an overview of previous participation, and she stated that the cost will be \$760.

T. Astin motioned to participate in the 2015 Rock County Tourism Guide. T. Dosch seconded, and the motion carried.

Assistant Cushman asked the committee to send her events to include in the guide.

Discussion and possible action regarding 2015 City of Milton Budget Fund Request

Assistant Cushman provided an overview of what was provided in the budgets the previous two years for the committee to utilize, and the MACC funding request came out of the tourism budget for 2014. Discussion followed.

Ald. Clark motioned to request \$7,000 in the 2015 budget for tourism related activities including a Charter TV commercial. G. Nordlof seconded, and the motion carried.

Discussion and possible action on the development of a Tourism Development Committee Mission Statement

Administrator Hulick asked if any committee members would be willing to work on a mission statement for the committee.

G. Nordlof said that she would work on putting together a mission statement for the committee.

General Items

The committee introduced themselves to Administrator Hulick.

T. Astin stated that the committee has many ideas, but are not able to execute them due to a lack of funding. Discussion followed on role of the Tourism Development Committee and funding.

C. Olson stated that she has been working on establishing brown signs on the interstate, but has not been successful in receiving accurate information. Administrator Hulick asked her to contact him to discuss the issue in more detail.

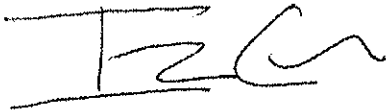
Next Meeting – October 23, 2014

The next meeting of the Tourism Development Committee will take place on October 23, 2014.

Motion to Adjourn

Comm. Drew motioned to adjourn the September 25, 2014 meeting of the Tourism Development Committee at approximately 9:33 a.m. Ald. Clark seconded, and the motion carried.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Inga Cushman', written over a horizontal line.

Inga Cushman
Assistant to the City Administrator

Milton

A Community Since 1838

Settlers of Milton traveled from New York in the 1830s seeking a place of rich farm land, abundant water and potential for commerce. Those traveling to Milton, with a population of 5,660, find this heritage alive and well in the historic buildings of the **Milton House Historic Site**, **Milton College** and numerous grout buildings, all on the National Register of Historic Places.

Tour the National Historic Landmark **Milton House Museum**, an 1844 stagecoach inn and stop on the Underground Railroad. Travel through time as you pass through a hand dug tunnel where runaway slaves were harbored on their quest for freedom.

Spend the day browsing through the **Milton College Historic District**, where a former dormitory has transformed into a unique antique mall. **Main Hall Museum** captures the spirit of 138 years of Milton College history.

Traveling one mile west you will find the "Junction" that developed with the railroad during the late 1850s, thus giving Milton two distinct business districts that afford today's travelers the opportunity to experience a variety of specialty shopping.

Year-round recreational opportunities are plentiful in Milton. Hike, bike, or cross-country ski through Milton community parks or **Storr's Lake Nature Preserve**, utilizing the **Ice Age Trail**. Fish in any of the five lakes surrounding Milton.



2014 Calendar of Events

The Gathering Place Concerts in the Park	June, July, and August
Annual Spring Plant & Bake Sale	May 10
Main Hall Museum Opens for Tours	June - August
Citywide Rummage Sale	June 7
4th of July Multi-Day Community Celebration	July
Milton House Membership Picnic	July 17
MACC Chicken BBQ, Milton Historical Society	August 17
Arts & Crafts on the Lawn, Milton Fund Concert in the Park	
Milton House Twilight Tours	September 20
Milton Fire Department Annual Pancake Breakfast	October 12
Milton Malt & Hops Beer Tasting Event	October
Annual Christmas Walk	December 7

For more information, contact the Milton Area Chamber of Commerce (MACC) at 608-868-6222 www.miltonwichamber.com



Milton is home to the new Goodrich Square Splash Pad. Located in South Goodrich Park, this free splash pad is perfect for cooling off on hot summer days.



Milton's 4th of July celebration, lasting for several days, features food, fun, festivities and of course, fireworks.



Goodrich Antiques & Uniques helps to preserve the architectural features of the historic Goodrich House.

Bring along your golf clubs, as Milton is a golfer's paradise. Oak Ridge Golf Course offers 27 holes of beautiful golf.

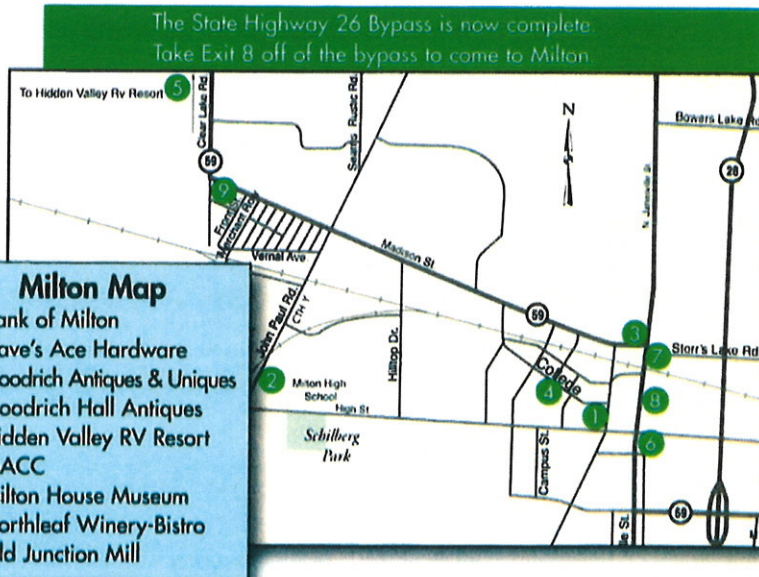
Lake Koshkonong also offers a myriad of recreational activities. At more than 10,460 acres, its waters reach a maximum depth of 7 feet, making it a fisherman's haven. Warm weather means boating, fishing, water skiing, sailing, and other water sports. In the winter, enjoy snowmobiling, cross-country skiing, and ice fishing.

The Milton area offers outstanding camping. Five campgrounds are located within 3 miles of the city, and offer more than 1,000 campsites and a variety of recreational activities.

If you're longing to return to the days of hometown festivals, visit Milton during the days surrounding the Fourth of July. The area's largest display of fireworks, a one mile or 5k road race, parade, softball tournament, rides, and food and drink are waiting for you.

See pages 4-7 for more information on:

- The Milton House Museum Historic Site
- Milton College Historic District



All area codes are 608 unless otherwise indicated.

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Come and enjoy a little nostalgia of Milton at The Red Rooster, located in The Old Junction Mill which is a beautifully renovated feed mill dating back to the 1850's. Treat yourself to a hand-dipped ice cream cone or some old-fashioned candy while you're browsing through the unique country gifts and home decor that The Red Rooster offers.

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Mon. 10-6 (summer only)
Tues.-Fri. 10-6,
Sat. 10-5, Sun. 12-5
868-5555

Peddler's Loft, located on the upper and lower levels, is a shop that features 40-45 local vendors showcasing their wares. From antiques to dried/silk floral designs, wood and lodge items, collectibles and other craft items, there is something for everyone.

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- ~ Crandall House Confections
- ~ Wisconsin cheeses & sausages
- ~ Party trays
- ~ Fondue & Tuscan dinners

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